IBM Digital Analytics Multisite

Blended analytics for optimizing businesses running dozens or thousands of websites

Enterprises in many industries have deployed a large number of microsites, mobile applications, or other digital properties across brands, geographies, or for unique audiences or business initiatives. Sometimes, the number of sites that a company operates can range from dozens to thousands.

This presents marketers with unique analytics challenges for managing and optimizing these sites jointly. They need to analyze customers’ behavior and automate digital marketing programs for both individual sites and the business as a whole.

IBM® Digital Analytics Multisite answers these challenges by aligning reporting with the way that large enterprises manage their business. With a few clicks, marketers can go from analyzing customers’ behavior and automating digital marketing programs for individual sites, to examining groups of websites, and the business as a whole.

Unique enterprise analytics challenges

The use of microsites (or applications, widgets) enables companies to provide a relevant, and more compelling, experience to different groups of users or via different channels. However, understanding business performance requires both a broad perspective across all web properties and the granular view into each property’s performance. But it would be misleading to merely add up numbers across web properties. Intelligent

Highlights

- Rollup reporting, more efficiently and cost effectively, across multiple websites (or multiple web properties including mobile applications and social widgets)
- Use a single page tag and avoid redundant server calls that could slow your website
- Handle the differing time zones intelligently, as well as currencies, and other attributes of each website
- Identify unique visitors resulting in more accurate analytics and targeting
- Manage access to analytics based on each user’s authorization
- Share reports and dashboards across any website in the enterprise
analytics with deduplicated visitor analysis are required for accurate business insights because individual visitors may interact with multiple sites within one session, or over time, so that your overall success could be misstated if duplicating visitor counts across websites.

Additionally, the impact that some sites have on others could get lost from the “big picture,” so that you may fail to allocate resources sufficiently to those sites. For example, one of your sites may be good at attracting new prospects to the business but these prospects may only turn into loyal customers as they interact with your other sites.

**Analyze digital properties—individually or jointly**

IBM Digital Analytics Multisite is especially designed to enable companies to manage analytics and marketing programs at multiple levels of rollup while solving the challenges that have typically obstructed marketers’ success.

**Functionality for large and diverse businesses**

IBM Digital Analytics Multisite provides enterprise analysts and marketers with specialized management and navigation options in the user interface and advanced rollup logic behind the scenes.

- Customers of Digital Analytics Multisite can self-provision sites that they wish to distinguish by assigning unique identifiers in their tags.
- Within the user interface, analysts can manage sites with friendly names and groupings. This layer of abstraction enables analysts to manage site data, cleanse erroneous information, and prepare executive-ready reporting.

*Figure 1: Screen capture of the site management section of IBM Digital Analytics Multisite*
Analysts can assign business attributes to each site (for example, business unit, target audience, geography, etc.). These attributes then enable analysts to create hierarchical reports that rollup activity across one or multiple attributes. (for example, by business unit, geography and brand).

In addition to rollup reporting, users can select each individual site for complete, “deep dive” analysis using a simple drop-down menu in the user interface or select the overall business view to identify behavior that crosses several sites. Individual users can be authorized with access to only one, several, or all of the sites that the business is running. To make report management across a large number of sites and business units more efficient, IBM Digital Analytics Multisite also allows you to create reports and dashboards once and share them across all, or selected, sites.

All the dedicated functions in IBM Digital Analytics Multisite (for example, cross-site reporting, including sessionization logic, user interface workflows, abstraction layer, attribution and hierarchical rollup reporting) work together to provide the convenience and value needed by companies that rely on a large number of web properties for their business.

For more information
To learn more about IBM Digital Analytics Multisite, please contact your IBM marketing representative or IBM Business Partner, or visit: ibm.com/software/marketing-solutions